

**International Conference – 2025: Developed India @ 2047****Charting Multidisciplinary and Multi-Institutional Pathways for Inclusive Growth and Global Leadership held on 4th & 5th April, 2025****Organised by: IQAC - Gossner College, Ranchi**

Developed Bharat's Cultural Renaissance in 2047: Restoring Indigenous Art, Music, and Cultural Policies

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Abstract

While approaching its hundredth year of independence in 2047, Bharat's promotion and preservation of traditional music and art are key to defining its international identity. Bharat's diversified cultural heritage with centuries of tradition has always served as a determining factor in reinforcing social harmony, economic growth, and global status. Yet, modernization, globalization, and technological upsets create serious threats to the survival of most traditional arts. This paper discusses the development of Bharat's traditional art and music, the challenges they encounter in today's society, and the policies required to revive and maintain them. It discusses government efforts, the role of technology, and the promise of international collaborations in preserving Bharat's cultural heritage. Through the suggestion of a systemized path, this research hopes to promote Bharat's artistic and musical heritage to survive, let alone flourish, as an international presence in the 21st century.

Introduction

Bharat has been and will continue to be a nation of musical and artistic grandeur. The elaborate details of Madhubani paintings, the lavishness of Kathak and Bharatanatyam, the music that moves your soul of Hindustani and Carnatic, and the sacred spiritual relationship of tribal art and craft are witness to Bharat's rich cultural heritage. Not just aesthetic pursuits, traditional art and music have socio-religious and philosophical moorings of the nation. But with the advent of urbanization and modernization, these ancient art forms are going through an existential crisis.

Although efforts by the government to preserve Bharat's cultural heritage continue, declining prominence of art and music in mainstream education, inadequate funding of artisans, and the dominating effect of Western culture and entertainment impede the perpetuation of such traditions. The purpose of this paper is to examine how Bharat can become a global cultural hub by 2047 by building its policies, embracing technology, and promoting national and international collaborations.

Evolution of Traditional Art and Music in Bharat

Bharat's artistic and musical heritage has its origins thousands of years ago. These arts developed historically into pre-independence and post-independence styles.

Pre-Independence Era

Art and music were highly significant during Bharat's pre-independence socio-political struggles. Protest art, devotional music, and folk music all contributed to igniting



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nationalism. The works of Rabindranath Tagore and the incorporation of bhajans by Mahatma Gandhi to be a mode of resistance also demonstrated the ways in which music could act as a rallying call.

Post-Independence Growth

Post-independence Bharat saw a renewed push towards the preservation and propagation of traditional arts. Organizations such as the Lalit Kala Akademi, Sangeet Natak Akademi, and National School of Drama were created to support creative minds. Government-sponsored art fairs and festivals sought to stimulate a renewed interest in traditional performance and crafts. Such activities have not necessarily translated into viable development opportunities for musicians and artisans.

Challenges in Preserving Traditional Music and Art

Despite Bharat's cultural heritage, various challenges face the preservation of traditional music and art:

- **Weakening Interest Among the Younger Generations:** With the advent of digital entertainment and Western influences, Bharatn youth are rapidly losing touch with their cultural heritage.
- **Inadequate Sponsorship and Financial Support:** Most artists are unable to make a living because of insufficient funding and lack of proper platforms for exposure.
- **Commercialization vs. Authenticity Conundrum:** The traditional art is usually commercialized for mass consumption and tourism purposes, watering down its authenticity.
- **Poor Policy Implementation:** While there are policies for preserving cultures, enforcement and financing are uneven for various states

Cultural Policies and Government Initiatives

The Bharatn Government has launched a number of policies and initiatives to restore traditional music and art:

Existing Frameworks

- **Sangeet Natak Akademi & Lalit Kala Akademi:** These organizations strive to identify and promote talented artists.
- **National Art & Culture Promotion Schemes:** Different grants and fellowships assist in financing research and artistic activities.
- **GI (Geographical Indication) Tagging:** This project safeguards traditional art forms such as Pattachitra and Channapatna toys by providing them with legal protection.

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Roadmap for 2047

To make sure that Bharat's cultural heritage prospers, the following policy suggestions are made:

- Strengthening intellectual property rights of traditional artists.
- Creating digital archives for historical documentation.
- Including art and music education as a compulsory part of school curricula

Technology's Role in Revitalizing

The role of technology in preserving and developing traditional art and music is immense:

- *Artificial Intelligence and Virtual Reality:* Restoration of old paintings using AI and VR exhibitions have the potential to make historical artifacts accessible to a global population.
- *Streaming Sites and Online Education:* YouTube, Spotify, and Udemy enable access for traditional artists and musicians on a global scale.
- *Blockchain for Authentication:* Blockchain technology may be employed to authenticate traditional paintings and musical compositions and ensure reasonable compensation for artists.

Traditional Art and Music as Soft Power

Bharat's traditional art and music are the key to cultural diplomacy and world influence:

- *Bollywood's Role in Globalizing Bharatn Music and Dance:* Bharatn cinema has made a major contribution to the global popularity of Bharatn music and dance forms.
- *Bharatn Classical Music's International Popularity:* Musicians such as Ravi Shankar and Zakir Hussain have made Bharatn classical music popular across the globe.
- *International Collaborations and Cultural Exchange Programs:* Cultural exchange programs and collaborations with international artists and musicians have created fusion of the modern and traditional genres.

Economic and Social Impact of Cultural Renaissance

The economic potential of Bharat's cultural heritage is immense:

- *Tourism and Cultural Industries:* The Surajkund Mela and Kala Ghoda Festival promote economic growth through cultural tourism.
- *Empowering Rural Artisans:* Partnerships between government and the private sector can increase market and resource availability for rural artisans.
- *Community-Led Initiatives:* Preservation through narratives, workshops, and hands-on exhibitions is required with involvement of local communities.



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Conclusion

A richly diverse and creatively flourishing Bharat of 2047 will not just maintain its strong heritage but will enhance its soft power globally. Traditional music and art, through encouraging innovation with retention of authenticity, can become pillars of the vision of sustainable and inclusive growth for Bharat. Policy frameworks that are strategic, financial investments, and technological upgrades will be pivotal in making it a reality. The next few decades have to witness a joint effort from the government, private industry, and the international community to make sure Bharat's cultural heritage remains vibrant for centuries to come.

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